

Jersey Shore Area Senior High School

Pennsylvania

COMMUNITY SERVICE PROJECT



weSHOREcare

2018-2019

Table of Contents

Purpose of the Project 2

Project Goals 3

 Statement of Project Goals:..... 3

Community Needs..... 4

 Lycoming and Clinton Counties 4

 The New Love Center Outreach..... 4

School Needs 5

 Backpack Program 5

 Compassion Counts 5

 Curriculum Integration..... 6

Planning 6

 Meetings 6

 The Holiday Meal Boxes..... 7

 Committees..... 8

Development 8

 School Board Presentation 8

 Radio Station Marketing 9

 District-Wide Incentives..... 9

Implementation 9

 weSHOREcare Kick Off 9

 Evidence of Progress..... 10

 Business Donations..... 10

 Radio Station Promotion..... 10

 Christmas Cards 11

 Pick Up, Packing, and Distribution 11

Publicity 11

 Newspaper..... 11

 Radio Station..... 12

 Social Media..... 12

Benefits and Degree of Impact 12

 School..... 12

 Community 12

Evaluation..... 13

 Success in Meeting Project Goals 13

 Expansion..... 14

 Partnerships..... 14

 Follow Up Recommendations..... 14

 Future Plans 14

Appendices 15

weSHOREcare

Purpose of the Project

Jersey Shore FBLA senior high chapter has always emphasized community service with our school and town. This year Jersey Shore FBLA wanted to do something different than in past years, by taking on a bigger challenge through our community service project. We wanted to help our local community including students in our school.

We began by searching the organizations within our town with whom we could partner and impact. We looked at The New Love Center in Jersey Shore. The New Love Center is a local nonprofit food bank that serves Lycoming and Clinton Counties, both of which our school district covers. The food bank serves families within these areas that are food insecure, and may not know where their next meal is coming from. Last May, Pastor Kerry Aucker, Director of The New Love Center in Jersey Shore, came to speak to our officer team and shared with us the number of people in Jersey Shore and surrounding towns that The New Love Center impacts. We knew immediately that we wanted to get involved with their mission. The New Love Center conducts multiple events throughout the year including biweekly food distributions, a weekly backpack program for school children, an emergency food distribution and hotline, and finally their 500 annual Christmas food boxes. The Christmas box is a meal box distributed during the holiday season in December that includes one chicken, two cans of corn, two cans of green beans, two boxes of stuffing, two cans of gravy, one box of instant potatoes, and one can of cranberry sauce. Our FBLA chapter was very moved by the need for these boxes and was motivated to help this project in any way we could.

Jersey Shore FBLA brainstormed ideas and discussed our options. One of our FBLA kick off events this fall was having motivational speaker and “because I said I would” founder Mr. Alex Sheen come to our Middle and High Schools about the importance of a promise. As a result of his touching message, Jersey Shore FBLA pledged to collect enough food items to fill The New Love Center’s 500 Christmas Boxes “because we said we would.” We established goals for our project and could not wait to start collecting the food items during the month of November.

Our high school’s focused theme “Compassion Counts” for this school year due to recent adversity that our school and community had to overcome. This theme has created a positive outlook on our school district, and FBLA was determined to include “Compassion Counts” in its events as well. We knew there was no better way to do so than through our community service project. We wanted to give back to our community which has always been so supportive of our FBLA chapter. After establishing our goal, themes, and overall plan for our project, we needed a universal title for our project that would be not only memorable but embrace our entire community. We went with a play on words based on our town name, “Jersey Shore” and the phrase “we sure care”. The title “weSHOREcare” demonstrates the mission behind our project: showing our town and surrounding community that we care and that we want to give back. We wanted “SHORE” to stand out with our school colors, orange and black. This title is also apparent in all our social media posts as a hashtag so that our posts and progress could be easily followed. The project title, weSHOREcare, was the perfect fit for our project because we strived to include as many people in our efforts as possible. It was a district wide program which involved students and faculty from K-12. In addition, we also encouraged businesses and community members to donate and volunteer as well.

Project Goals

Statement of Project Goals:

The purpose of the weSHOREcare Project was to help those in need in Lycoming and Clinton Counties through our partnership with The New Love Center in Jersey Shore. Additionally, within the weSHOREcare Project we hoped to involve the members of our community through different activities. The following goals were the basis of achieving this purpose:

1. Collect enough food items to fill and donate 500 Holiday Boxes

The purpose of the weSHOREcare Project was to help The New Love Center in Jersey Shore put together their annual 500 meal boxes distributed during the holiday season.

2. Include all members of our school district in weSHOREcare

We hoped to involve kindergarten through 12th grade students, our FBLA chapter, faculty, staff, and administration in some way, whether through donations, packing, incentives, or counting items. We wanted all members of our school district involved in the weSHOREcare Project.

3. Spark community and business engagement

We planned to open the opportunity for donations and sponsorships to community members in both Lycoming and Clinton Counties. We wanted weSHOREcare to involve local businesses as well.

4. Increase awareness on the less fortunate members of our community

Through the weSHOREcare Project, we hoped to make the members of our school district and community more aware of those in our area that were less fortunate, especially during the holiday season.

5. Have 100% participation from JS FBLA members

We wanted to have full participation from all of the 127 Jersey Shore FBLA members at the high school through the weSHOREcare Project. Each member was encouraged to participate in a minimum of one event relating to the weSHOREcare Project.

#weSHOREcare

Community Needs

Lycoming and Clinton Counties

The New Love Center serves people all over Lycoming and Clinton Counties. Our school district includes students living in both of these counties. In Lycoming County, 14.4% of people are living below the poverty line, and in Clinton County, this percentage rises to 17.3%. We took a closer look at the boroughs and cities within these counties.

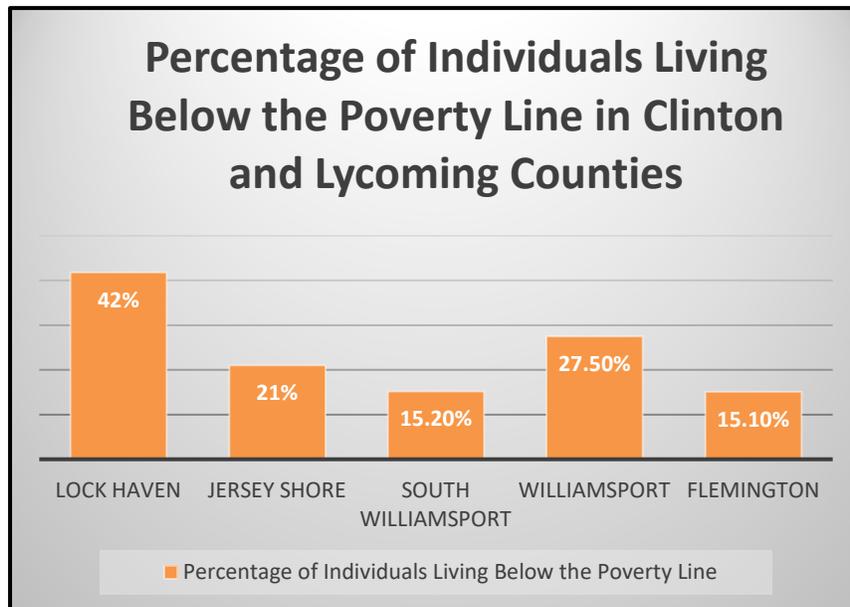


TABLE 1 THE PERCENT OF PEOPLE IN THE GIVEN AREAS LIVING BELOW THE POVERTY LINE. RETRIEVED FROM [HTTPS://WWW.CENSUS.GOV/](https://www.census.gov/)

Statistics also show there are people who are food insecure in these counties. A person who is “food insecure” lacks sufficient access to reliable food sources to meet his or her needs. A total of 14.3% of people in Lycoming County are food insecure, and 14.7% of people in Clinton County are food insecure.

The New Love Center Outreach

The New Love Center in Jersey Shore works to serve these people so that they do not have to go to bed hungry. In September of 2018 alone, 23 new people signed up to receive food regularly from The New Love Center in Jersey Shore. In 2017, The New Love Center served 11,336 people across 4,676 households. The number of client households for 2017 increased by 361 and the number of people served increased by 966 from the previous year.

The need for food goes beyond the percentage of those who are at the federal poverty line. In our school district, 41.2% of students are eligible for the free or reduced lunch program. This is evidence that the regular need for food extends to many of our Jersey Shore Area School District student population.

School Needs

Backpack Program

The New Love Center in Jersey Shore conducts many programs beyond supplying Holiday Boxes for those that are in need during the Christmas season. One of their main activities is the “Backpack program”. This makes backpacks full of food available for the students in our district who come from families that are food insecure. This program was very near to the heart of our FBLA chapter because it directly helped those within the Jersey Shore Area School District. From this program we learned that The New Love Center greatly impacts both members of the community and our school district. For this reason, we were set on helping them this year for our community service project.

Compassion Counts

During the 2018-19 school year, the Jersey Shore Area Senior High School embodied a theme of “Compassion Counts”. A daily part of morning announcements was dedicated to compassion. These announcements ranged from advice, to quotes, to ideas through which you can demonstrate compassion in daily life. In addition, our school had “Compassion Counts” bulletin boards on display in a main hallway. These “Compassion Counts” displays featured definitions of compassion as well as its importance. Another bulletin board showcased a “Good Vibes” section with more quotes. It featured students, classes, and clubs that demonstrated acts of compassion, and it also had a section dedicated to injured Jersey Shore football player Caleb Leone.

Our FBLA chapter was very interested in getting involved in the “Compassion Counts” theme for the year. We hoped that through our weSHOREcare Project we would be able to show our compassion and set an example as leaders in the school. As it says on the poster, compassion can be defined as the “sympathetic consciousness of others’ distress together with a desire to alleviate it” and that is just what FBLA planned to do through the weSHOREcare Project. We were concerned after hearing about how many people in our town and area were food insecure, and FBLA members wanted to do anything we could to make the holiday season less stressful, and allow those in need to know that their next holiday meal would be provided through The New Love Center.



FIGURE 1 "COMPASSION COUNTS" DISPLAY AT THE HIGH SCHOOL.

Curriculum Integration

Our FBLA chapter recognized that in order to achieve the goals of the weSHOREcare Project, we would need help from various classes and organizations at all of our schools. We needed to have representatives from each school be responsible for totaling the donations after each weekly collection. This was completed every Friday in the month of November. At the elementary schools, 4th grade classes counted and kept track of their individual school's progress. This responsibility was integrated into the 4th grade curriculum through making and reading graphs, as well as reflecting on how what they were doing was impacting our entire community. At the middle and high schools, the Life Skills classes were very eager to assist in the collection, organization, and tallying of the cans. Their teachers, Mrs. Stephanie Machmer and Mrs. Haley Enders, incorporated all of these aspects into their curriculum. They were able to utilize math skills, such as grouping, counting in multiples, and calculator skills. In addition, after each collection, numbers were tallied into a bar graph, and it was sent out in order to update everyone on the donations brought in for the week. The Life Skills class was also able to use this aspect of our project to practice reading a bar graph. Through helping out, they learned skills that they will be able to apply to future jobs, including working with co-workers, stacking and organizing, and interacting with customers. In helping us with our weSHOREcare Project, they were able to discuss how to show they care in other outreach programs. As a follow-up, their classes decided to do a sock and mitten tree to collect donations in order to help others in need this winter. One of our goals through weSHOREcare was involving everyone in our district in some way. The Life Skills classes at both the middle and high schools had a substantial impact on weSHOREcare, and we are very glad they could be included in this way, while benefitting at the same time and helping meet Goals #2 and #4 of our project.



FIGURE 2 SENIOR HIGH FBLA MEMBERS WORKING WITH THE MIDDLE SCHOOL LIFE SKILLS CLASS TO TRANSPORT THEIR GRAVY.

Additional curriculum integration on leadership was provided at the high school level. We had three FBLA members participate in the Lead2Feed National Program and Leadership Development with weSHOREcare. Our students learned important leadership skills and how to overcome barriers within a large project. They then applied these skills to the weSHOREcare project, and submitted our project to the Lead2Feed National Challenge.

Planning

Meetings

In May 2018, a group of FBLA officers met with Pastor Kerry Aucker, the Director of The New Love Center in Jersey Shore. He explained the different programs that they offer to the community, and we asked him through what ways we could get involved with the programs. The New Love Center gives out boxes of food on the second Thursday of each month to clients within our community. They also put together a Holiday box every year around Christmas time to send out to their clients. At first we planned to do something similar to their Holiday boxes, and collect items for Thanksgiving Boxes. However, The New Love Center was in need of assistance to complete their Christmas meal boxes this year due to shortages and budget constraints. As a result, we chose to collect items for the Christmas meal box instead.

The Holiday Meal Boxes

Our FBLA adviser, Mrs. Dolly Oden, then met with the students in order to discuss helping with the holiday boxes. We decided to do a district wide food drive to fill 500 holiday boxes. We split up the items in the boxes between each school. The five different items in the boxes include: 2 cans of corn, 2 cans of green beans, 2 cans of gravy, 2 boxes of stuffing, and 1 can of cranberry sauce. We designated one item to each of our 5 schools: Jersey Shore High School, Jersey Shore Middle School, Jersey Shore Elementary School, Avis Elementary School, and Salladasburg Elementary School. Avis and Salladasburg Elementary are our two smallest schools so we had them split the 1,000 boxes of stuffing. We then distributed the other items within the district. The High School was to collect 1,000 cans of corn. The Middle School was to collect 1,000 cans of gravy. Jersey Shore Elementary School was responsible for 1,000 cans of green beans. District-wide, the faculty and staff were asked to donate the 500 cans of cranberry sauce. The final item in each box is a chicken. The New Love Center estimated that each chicken would cost approximately \$5.00. We reached out to local businesses and our faculty and staff for donations of the chickens.

Once we had our food drive planned, we decided we needed a hashtag in order to keep our social media organized. We wanted a hashtag that embodied our compassion and the care that we had for our community. We also wanted to not only incorporate FBLA and our school, but we wanted to incorporate the entire Jersey Shore community. This project is about more than just our FBLA chapter and our school. To us, this project is about all of Jersey Shore as a whole. People refer to Jersey Shore or Jersey Shore groups as “Shore”. Therefore, we came up with #weSHOREcare, as our project hashtag and the name of our project.

Mrs. Oden and the FBLA officers also discussed the possibility of having a guest speaker come in as a kickoff not only to our weSHOREcare Project, but also to kick off the school year. One student had recently heard of the “because I said I would” nonprofit run by Alex Sheen, and wondered if it would be possible to get Alex as a guest speaker. Other students had seen Alex speak previously at an FBLA State Leadership Conference. “Because I said I would” is a social movement based on keeping promises and the betterment of humanity. We contacted Alex in order to ask him to come and speak to the Jersey Shore Senior High School and Jersey Shore Middle School. Our FBLA adviser, Mrs. Oden, contacted our principals to see if this would be possible. Money for his speaking fee was donated by local businesses. We were able to have Alex Sheen come to our schools, and his presentation was very inspiring. It made introducing the weSHOREcare Project relevant and exciting for our students. The Jersey Shore FBLA decided that the weSHOREcare Project would be our “because I said I would” promise. Our promise was to fill 500 holiday boxes because we said we would.



FIGURE 3 THE CONTENTS IN A CHRISTMAS MEAL BOX TO BE DISTRIBUTED AT THE NEW LOVE CENTER.

Committees

Our Planning Committee consisted of two officers, president Annalise Eiswerth and secretary Stephanie Steinbacher. Together with adviser, Mrs. Oden, the two officers organized and held the meetings that set weSHOREcare into motion. The officers worked closely with the principal from each school in our district to talk about what could be done to make weSHOREcare go smoothly. Their original idea was to collect enough items for 250 boxes, however after meeting with each principal, and seeing their confidence in their individual schools, they had no doubt our district would be capable of The New Love Center's full 500 meal boxes. In addition to meeting with principals, Annalise and Stephanie met with Pastor Kerry Aucker to decide the best route for assisting The New Love Center with their annual program. They also worked out all of the details such as dates of packaging the boxes and distribution.

The Marketing Committee helped get the word out about weSHOREcare. Officers Sam Machmer and Lydia Kirkendall made our project known to the community through social media, newspaper articles, and contact with the radio and local TV stations. Sam kept our JS FBLA social media accounts all up to date with the most recent counts of the items each school brought in after each week of donations. She also wrote various press release articles to our local newspapers, the *Williamsport Sun-Gazette* and the *Lock Haven Express* about our guest speaker Alex Sheen, and the weSHOREcare Project. Lydia contacted WSQV radio and local TV stations about our project and even got us on the radio multiple times. Three officers went to the radio station to introduce and update the community on weSHOREcare as well as encourage those listening to get involved. The marketing aspects of weSHOREcare helped the project progress in very positive ways.

Finally, the Finance Committee composed of our treasurers, Sean Anderson and Aaron Best, helped keep our donations and chicken sponsorships organized. Because of our community outreach, we received donations for chickens from many different sources. Our Finance Committee played an important role in documenting these donations and referring donors to the Jersey Shore Education Foundation, through which our donations were processed. This way they could be handled in the most organized way. Our treasurers also helped us keep track of how many chicken sponsorships weSHOREcare still needed to reach their goal, and how we would pay for needs such as transportation to pick up and deliver the items. The Finance Committee helped the monetary aspects of weSHOREcare stay organized and efficient.

The combination of the leadership and organization of the Planning Committee working closely with the administration, the Marketing Committee consistently being on top of messages going out to the school and community and the Finance Committee handling the monetary aspects provided a very strong, successful project. We surpassed our goals for the Christmas boxes both in physical donations and in monetary donations.

Development

School Board Presentation

Locally within our school district, we also made an appearance at one of our monthly School Board Meetings. Our local chapter officers attended the board meeting, and our local chapter president, Annalise Eiswerth, spoke about the weSHOREcare Project. We wanted to share with the board members what our plans were, and how every member of our district and community were able to get involved. The School Board Meetings are also live streamed through our School District's Facebook page, so any community member, parent, or staff member watching would also be informed on the weSHOREcare Project.

Radio Station Marketing

In addition to the Live Stream, three representatives from our senior high FBLA officer team made a guest appearance on WSQV Radio in Lock Haven in Clinton County. Before our project began on November 1, WSQV Radio invited us to do a live segment talking about the weSHOREcare Project, our goals, and how it all started. We talked about the “because I said I would” motivational speaker and how JS FBLA was making a promise through this project. While on our visit to the radio station, we spoke live about how community members could also get involved with the donations. Finally, we recorded a 30 second message that WSQV played daily about our project that ran the whole month of November. Refer to Appendix A.

District-Wide Incentives

In order to encourage students to participate and bring in items, our FBLA chapter created various incentives for students. Each school had a school-wide incentive if they met their donation goal. At Avis and Salladasburg Elementary schools, students were working towards a movie and popcorn day. At Jersey Shore Elementary, students would get to have a dance party. They would get to put silly costumes on their principals for the dance party as well. At the Middle School, students were also having a movie and popcorn day. At the High School, students could sign up for activities including volleyball in the gym, cookie decorating, and movies in different class rooms. In addition to the school rewards, we came up with a district-wide incentive if all schools reached their goal of filling 500 Christmas Boxes. The principals and assistant principals of each school agreed to camp out on our football field in the middle of December for the entire night. Our FBLA chapter, the High School Student Council, and many volunteering teachers came together to host a kick-off night where members of our school district and community could come enjoy a s'more, some hot apple cider, and wish the administrators luck on their camp out. The following morning, we had two representatives from our FBLA chapter provide breakfast and hot coffee for the administrators because they survived their night out. We worked very closely with the administration and staff at each school to ensure each building had relevant and appropriate incentives. We hoped these incentives would encourage students to get involved and bring in items for the food drive.

Implementation

weSHOREcare Kick Off

In order to kick off our project, we decided that it would be best to get our own district students involved. We put together a video that featured students in our elementary and middle schools, and explained the background and concept of the weSHOREcare Project. When it was time for collection to begin, this video was shown to the students in every school in our district. In addition, a few students from the high school went to the elementary schools and spoke to the students after the video was played. We hoped that by showing them the video and speaking to them, the students would be enthusiastic and ready to get involved.



FIGURE 4 TWO LOCAL CHAPTER OFFICERS WITH MR. ALEX SHEEN AT THE MIDDLE SCHOOL KICK OFF PRESENTATION.

Evidence of Progress

We knew that in our weSHOREcare Project we would be dealing with very large quantities of canned foods and other items. We wanted to stay as organized as possible. We were collecting from November 1-30, and each week we counted the donations. At every school, each homeroom teacher was given a numbered chart to keep track of students that donated and the number of items they brought. These sheets were then given to the classes responsible for counting the totals every week. As mentioned previously, at the elementary schools the 4th grade classes took care of counting the donations and matching them to the homeroom sheets. At the middle and high schools, the Life Skills classes took care of the weekly totals. While collecting items for the food drive, and by writing out numbers and keeping track weekly we were able to account for all the donated food items.

The weSHOREcare Project wanted to find a way that students were able to keep up with their schools' and our district's progress. At each school there was a personalized poster depicting how much of the assigned food item had been donated thus far. It was updated weekly as the counts were completed. Each schools' poster was specific to the food item so that it was personalized for the students. For example, at the high school, our poster was of a corn cob and as we donated more items, more kernels with totals were added to the cob. In addition to posters within schools, our weekly counts were uploaded on JS FBLA social media accounts, and on our school district's Facebook account.

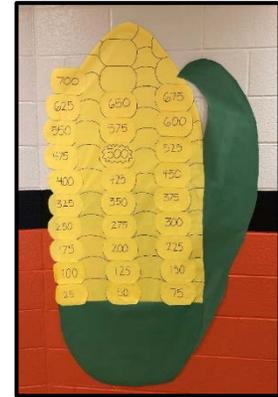


FIGURE 5 CORN POSTER ON DISPLAY AT THE HIGH SCHOOL UPDATING STUDENTS ON OUR DONATION COUNT.

Business Donations

Local businesses and organizations also played an important role in the collection and donation process for our Christmas Boxes. In addition to each school being responsible for a canned/boxed item for the Christmas boxes, we needed a chicken for each box. We decided that we would ask local businesses, organizations, and individuals if they would be interested in sponsoring chickens. Chickens from the PA Food Bank are approximately \$5.00, so we sent letters to local business sharing with them our project and our goals. After a business donated, they received a poster showing their support for weSHOREcare. This poster was designed by a senior high FBLA member utilizing their graphic design skills. Refer to Appendix B. Some businesses that agreed to donate included Susquehanna Transit Company, Charles Construction Company, the Gamble Farm Inn, the Jersey Shore Lions Club, Rosebird Veterinarians, Walmart, and many more. These local businesses played a significant role in helping us meet our goal of 500 chickens for the meal boxes. Many teachers also donated chicken sponsorships in addition to their food item donations.



FIGURE 6 LOCAL CHAPTER PRESIDENT ANNALISE EISWERTH WITH JERSEY SHORE LIONS CLUB REPRESENTATIVE MR. KEN DOUGHERTY.

Radio Station Promotion

While we had the opportunity to go to the radio station prior to the kick start of our collection, WSQV invited us back to update listeners on how the weSHOREcare Project was progressing. We were at the radio station for a discussion halfway through collection on November 13. We introduced weSHOREcare for those that were not familiar with the project, and then we went over our donation numbers at that point. As we were speaking they videotaped us and uploaded our presentation to their Facebook page. We also mentioned how community

members could get involved. They could drop off donations to Best Auto Sales in Lock Haven, or they could contact our adviser Mrs. Dolly Oden at the high school. We knew that by encouraging community members to donate items through a local business connection this would help with our 3rd goal: sparking community and business engagement.

Christmas Cards

We wanted to be able to add a personal touch to the Holiday boxes this year since our students took the initiative and collected so many food items. We decided to include a Christmas card in every single Christmas box that we were distributing. In order to do this, we needed to find a way to create 500 personalized cards, one for each box. We asked different clubs and groups at our high school if they would pledge to make a certain number of cards. National Art Honor Society was eager to help us out. They had their society members create artistic cards for each box. Also, the Life Skills classes at both the High School and Middle School created over 100 cards. While the National Art Honor Society and the Life Skills classes were unable to produce all 500 cards, students at Jersey Shore Elementary and the Middle Level FBLA Chapter were quick to volunteer to provide the remaining cards. This was another great way for the weSHOREcare Project to include as many students in our district through Goal #2 as possible, and in a creative way by sparking different students' interests.

Pick Up, Packing, and Distribution

Following the collection dates in the month of November, we needed a way to collect all the items from the outlying elementary and middle schools in order to deliver it all to The New Love Center in town. On Tuesday, December 4, FBLA students traveled to each of our elementary schools and our middle school to collect the donated food items. This allowed all donated food items to be organized in one place and transported to The New Love Center in Jersey Shore. Refer to Appendix C. Transportation was generously donated by a local business, Marden's Transportation.

The next day, December 5, we asked as many FBLA members as possible to volunteer to stay after school and go to the First United Methodist Church by The New Love Center where the packaging of our 500 boxes took place. Refer to Appendix D. We also invited teachers, parents, and other community members that wanted to help because the more people that we had at the church, the easier it would be to get all the boxes packed in a timely manner. We assembled ourselves into two groups, one was taking items out of the stocked piles and putting them onto the tables, and the other group was going down the table with the boxes putting each item inside. This was the most efficient way to get all the items in each box with the amount of volunteers who had come to help. Refer to Appendix E.

Publicity

Newspaper

There were several newspaper articles printed about our guest speaker, Alex Sheen. His message was very important, and it was recognized by our school and the community through the newspaper articles that were released. Our article was published in the *Lock Haven Express*, which reaches those in Clinton County, and in the *Williamsport Sun-Gazette* for those in Lycoming County, both of which are the central areas to which we planned on helping through the weSHOREcare Project with The New Love Center. Refer to Appendix F.

Radio Station

As mentioned before, WSQV Radio played a very important role in the publicity of the weSHOREcare Project. We were able to go and speak on the radio on multiple occasions. We went twice before our project began in order to introduce it to the community and then inform community members on how they can get involved, we went at the halfway point of our project to update listeners on our progress, we went towards the end of our collection in hopes of receiving a last minute push of donations, and we have it scheduled to go again on December 11 to speak about our future plans with the weSHOREcare Project. Also, we recorded a segment on our first visit that WSQV Radio continued to play throughout the entire month of November about the weSHOREcare Project. These radio visits were a conversation that got more people informed and talking about our project. Not only were we live on the radio, WSQV also filmed us on their Facebook Live and uploaded the video to the Facebook page so anyone that visits the page could hear about the weSHOREcare Project. WSQV was a huge help in promoting our project within our community.

Social Media

Jersey Shore FBLA always has maintained social media accounts that are up to date and accurate. We wanted to utilize this aspect of our chapter for the weSHOREcare. We kept our followers on Facebook, Twitter, and Instagram informed throughout the entire process of weSHOREcare, beginning with when Alex Sheen came to speak to our schools. We updated followers on our progress during the month of November, and made it all easy to follow with our hashtag “#weSHOREcare”. We hoped that our social media outreach would also get more students and members involved and informed about our project. Refer to Appendix G and H.

Benefits and Degree of Impact

School

The weSHOREcare Project has a lasting impact on those in our school in many ways. It benefitted our students by informing them of the amount of people in our area that are food insecure. Students also were able to learn about The New Love Center, how it operates, and the impact it has on our community, and how they can volunteer to help

Members of our school benefitted through our support to The New Love Center in more ways than just being informed. There are students in our schools that are helped weekly by the Backpack Program that The New Love Center initiated. The Backpack program provides backpacks full of food for students that come from low income families. By showing our support, and by getting other community members, teachers, and local businesses supporting The New Love Center, the Center will hopefully have more sustenance moving forward into these programs in the future.

Community

Our community benefitted in many ways as well, starting with those impacted by the 500 Christmas Boxes, which help 500 families alone in the month of December, just through this single program. On average, per month The New Love Center helps over 900 people through their various programs. Although the Love Center is based out of Jersey Shore, it serves many other neighboring towns in Lycoming and Clinton Counties through their food outreach and annual programs.

Evaluation

Success in Meeting Project Goals

Goal 1: After a month of collection, every single school not only reached, but exceeded their goal, and we were able to provide all contents for 500 Christmas meal boxes as well as 500 Easter meal boxes. Our district enrolled student body of 2,300 students and 250 staff members donated 7,308 food items greatly exceeding our expectations and project goals. Our community was able to come together in so many different ways, ranging from business donations, motivational speakers, item donation, counting, transportation of goods, and more. We were able to help over 500 families through 1,000 meal boxes through the weSHOREcare food drive.

Goal 2: weSHOREcare maintained full district participation through the entirety of the project. Kindergarteners through seniors all donated items for their respective school, and every school in our district was involved. Our faculty and staff were also assigned their own item so they could get involved in their own way. The weSHOREcare Project even incorporated our school district busing company, Marden’s, by contacting them for donations, and they provided our transportation to pick up our donations from each school.

Goal 3: weSHOREcare was able to spark community and business engagement by contacting local businesses for chicken donations. Members of our community were informed of our project at all stages including during our planning, while collection was in play, and a follow up with a conclusion broadcast. Community members were also able to donate items, and were informed of various drop off locations a grand total 7,308 items and \$13,354 was donated to the New Love Center.

Goal 4: Also, weSHOREcare increased awareness for The New Love Center by providing information on their services, and promoting their other programs. We also informed members of our school and community on the significant number of food insecure residents. During events including our FBLA meetings, classroom discussions, and our kickoff event with speaker Mr. Alex Sheen we discussed the degree of outreach in which The New Love Center provides meals to families and students on a monthly and weekly basis.

Goal 5: Finally, weSHOREcare included 100% participation from our 127 senior high FBLA members accumulating 625 community service hours. Some project opportunities that students could participate included: serving on a project committee, donating a food item, volunteering their time to package boxes, assisting in the delivery of boxes, transporting items from the schools to The New Love Center, and/or designing Christmas cards for the boxes. Refer to Appendix I.

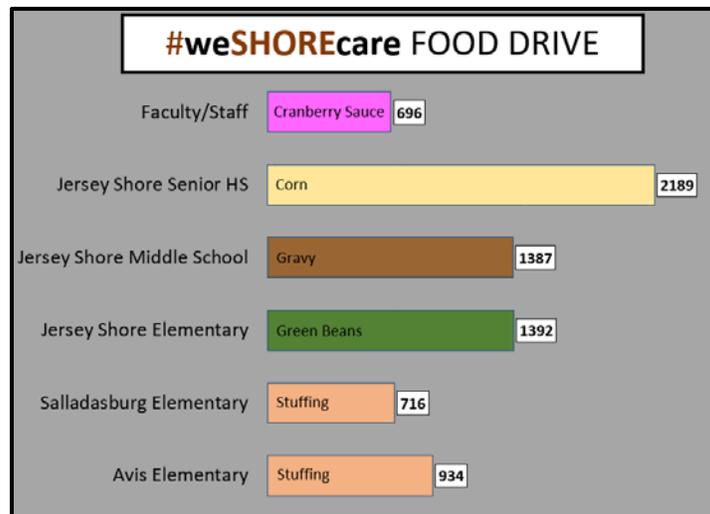


TABLE 2 FINAL TOTALS FOLLOWING THE LAST WEEK OF ITEM COLLECTIONS AT EACH SCHOOL.

Expansion

As the year progresses, our Jersey Shore FBLA chapter hopes to continue the weSHOREcare Project in other ways. Due to the abundance of donations we received, we were able to provide and distribute 500 Easter boxes in the spring. This is an entirely new program for The New Love Center, and FBLA was more than willing to take charge so that those in our community can have a secured Easter meal as well. In addition to sponsoring Easter boxes in the spring, FBLA donated additional funds to contribute to the Backpack Program that The New Love Center organizes. This year, The New Love Center was in need of roughly \$5,000 in order to carry out the annual program. FBLA donated half of this sum, \$2,500, to help them with this impactful project. As of the date of this report's submission, \$13,824 was raised and donated to the weSHOREcare cause in addition to the 7,308 items donated and packaged for our initial goal of 500 boxes. We also have been awarded 2nd place and a \$500 grant from Lead2Feed, a national leadership program that provides grants to winning projects. After the \$470 was donated to the AP Tests, a total of \$13,354 was donated to The New Love Center. FBLA feels that The New Love Center in Jersey Shore does so much for our community, and our chapter is very eager to stay partnered and involved in their annual programs for years to come. Partnering with The New Love Center not only gave our FBLA members and student body the chance to give back to their community, but also learn so much about our community residents and their generosity.

Partnerships

Jersey Shore FBLA also partnered with the Jersey Shore Education Foundation. To secure the motivational speaker, Alex Sheen, in our school we needed to go through the Jersey Shore Education Foundation. Although Jersey Shore FBLA received a donation of \$5,500 to sponsor Alex Sheen as our guest speaker, using the foundation allowed us to publicly thank the businesses that donated. We would not have been able to do this if the money was given to JS FBLA instead of the Foundation due to a school district policy. As a thanks to the Jersey Shore Education Foundation, we pledged to make a donation to one of their programs. The Jersey Shore Education Foundation provides assistance to students who receive free and reduced lunches for the Advanced Placement (AP) test fees. Many students in Jersey Shore Area School District did not take the AP tests due to financial concerns. After the Jersey Shore Education Foundation developed the program to assist with the fees, the number of students taking the exam increased. The program does not have a source of funding, and the Jersey Shore Education Foundation needed funds to continue this program. Jersey Shore FBLA committed to helping with the program by donating \$470.

Follow Up Recommendations

In May, a follow-up meeting with all school administrators was held to discuss logistics and room for improvement to make weSHOREcare run smoothly and efficiently. In this meeting, we discussed these successful results, and also discussed the areas that can be improved upon for future years. Our main idea for improvement upon expansion is to not only supply food for the families The New Love Center serves, but provide educational experiences on nutrition, health, and money management. One way we plan to do this is to develop a cookbook with simple, healthy recipes. This cookbook would be sold for fundraising and also made available through the meal boxes in the following years.

Future Plans

We are extremely proud of how the Jersey Shore Area School District and surrounding communities came together to show everyone that Compassion Counts and that weSHOREcare. We had such a positive response from everyone involved, and greatly exceeded our project goals. We are already planning for ways that we can further the work started this year by continuing the food drive and volunteering to support the New Love Center next year. To raise money, we plan to develop a cookbook to be sold. We have also discussed expanding the food drive beyond a local impact, but also to a global mission, and help children around the world.

Appendices



APPENDIX A: THREE JS FBLA OFFICERS SPEAKING ABOUT WESHORECARE ON THE RADIO.



APPENDIX B: THE POSTER THAT ALL LOCAL BUSINESSES RECEIVED AFTER DONATING TO WESHORECARE.



APPENDIX C: THE BACK OF A TRUCK FILLED WITH STUFFING BOXES FROM SALLADASBURG ELEMENTARY ON THE DAY WE PICKED UP THE ITEMS.



APPENDIX D: THE ROOM AT THE UNITED METHODIST CHURCH IN JERSEY SHORE WITH ALL THE 7,308 DONATED FOOD ITEMS READY TO BE PACKAGED.



APPENDIX E: JS FBLA VOLUNTEERS AND COMMUNITY MEMBERS PACKAGING THE FOOD BOXES.



APPENDIX F: THE ARTICLE WRITTEN ON WESHORECARE AND MOTIVATIONAL SPEAKER MR. ALEX SHEEN.



APPENDIX G: ONE OF THE MANY TWEETS OUR JS FBLA TWITTER ACCOUNT POSTED TO UPDATE FOLLOWERS ON WESHORECARE.



APPENDIX H: AN INSTAGRAM POST MADE BY JS FBLA SHOWING EACH SCHOOLS' PROGRESS.



APPENDIX I: ALL OF THE JS FBLA MEMBERS THAT VOLUNTEERED TO PACKAGE THE BOXES, INCLUDING SOME MIDDLE LEVEL MEMBERS, STANDING IN FRONT OF THE 500 PACKED BOXES.